AR21

This is Sony

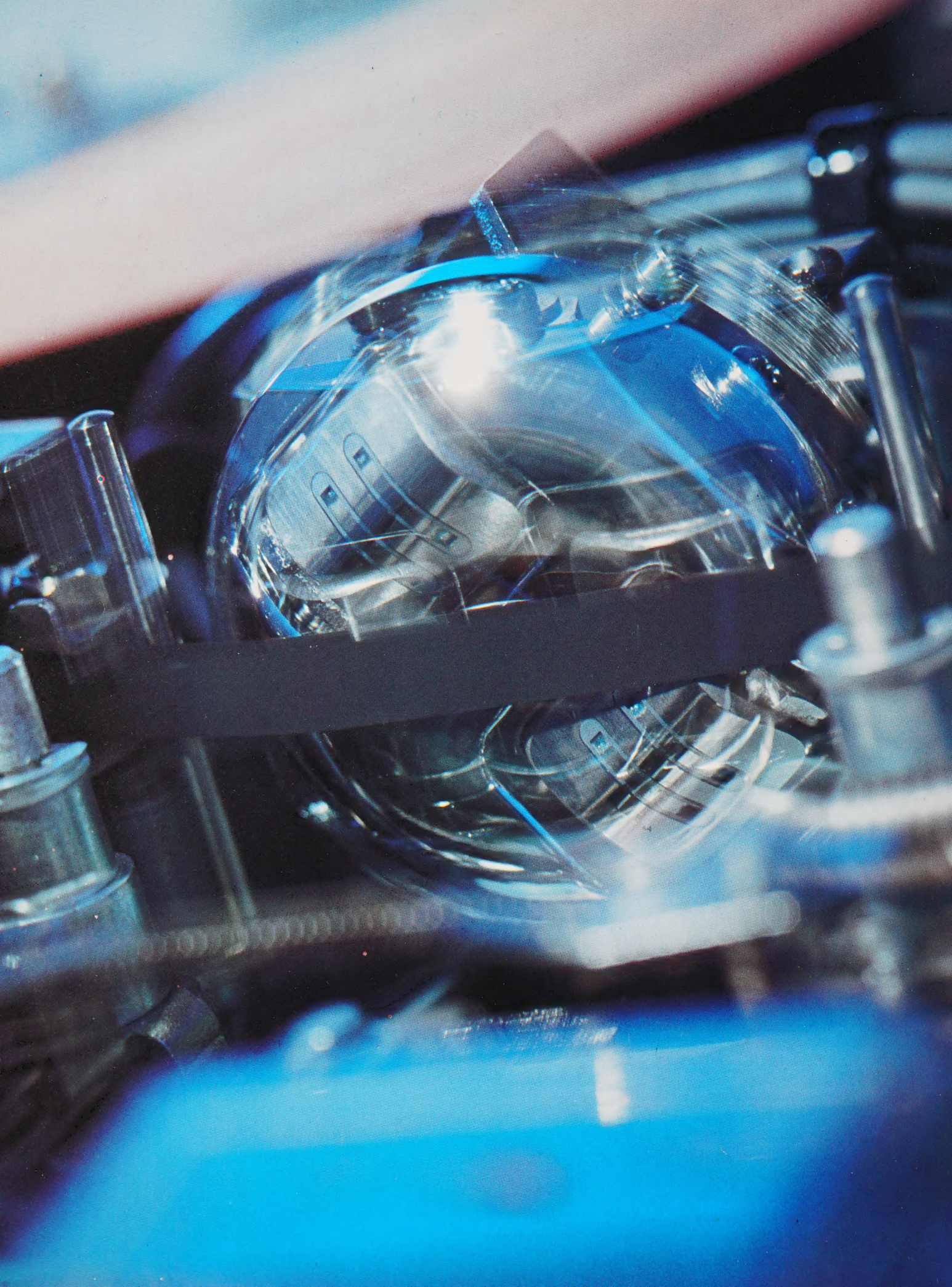
This is Sony

TOW
AWAY
ZONE
SNOW
EMERGENCY
STREET
RIZZOLI
RIZZOLI

New York showroom—5th Avenue

President Akio Morita, left, and Chairman Masaru Ibuka

Sony never intends to follow others, and in blazing the path of opening new fields where no one has ventured, Sony hopes to find its own way to progress. Through progress, Sony wants to serve the whole world. Sony is a pioneer and always a seeker of the unknown. The road of a pioneer is full of difficulties, but in spite of the many hardships, the people at Sony always unite harmoniously and closely because of their joy of participating in creative work and of their pride in contributing their own unique talents to this aim. Sony has a principle of respecting and encouraging everyone's ability—the right man in the right post—and always tries to bring out the best in a person, and believes in him and constantly allows him to develop his ability. This is the vital force of Sony.



"Never follow others; blaze a trail and open up new areas where no one has ventured." This is the principal Sony slogan and the driving force behind Sony today. *Masaru Ibuka*

The probability of success in invention of something entirely new is very low. We must not forget, however, that the probability of missing a promising seed is also high. *Masaru Ibuka*

If research bear a true fruit, the research must start from needs. *Masaru Ibuka*

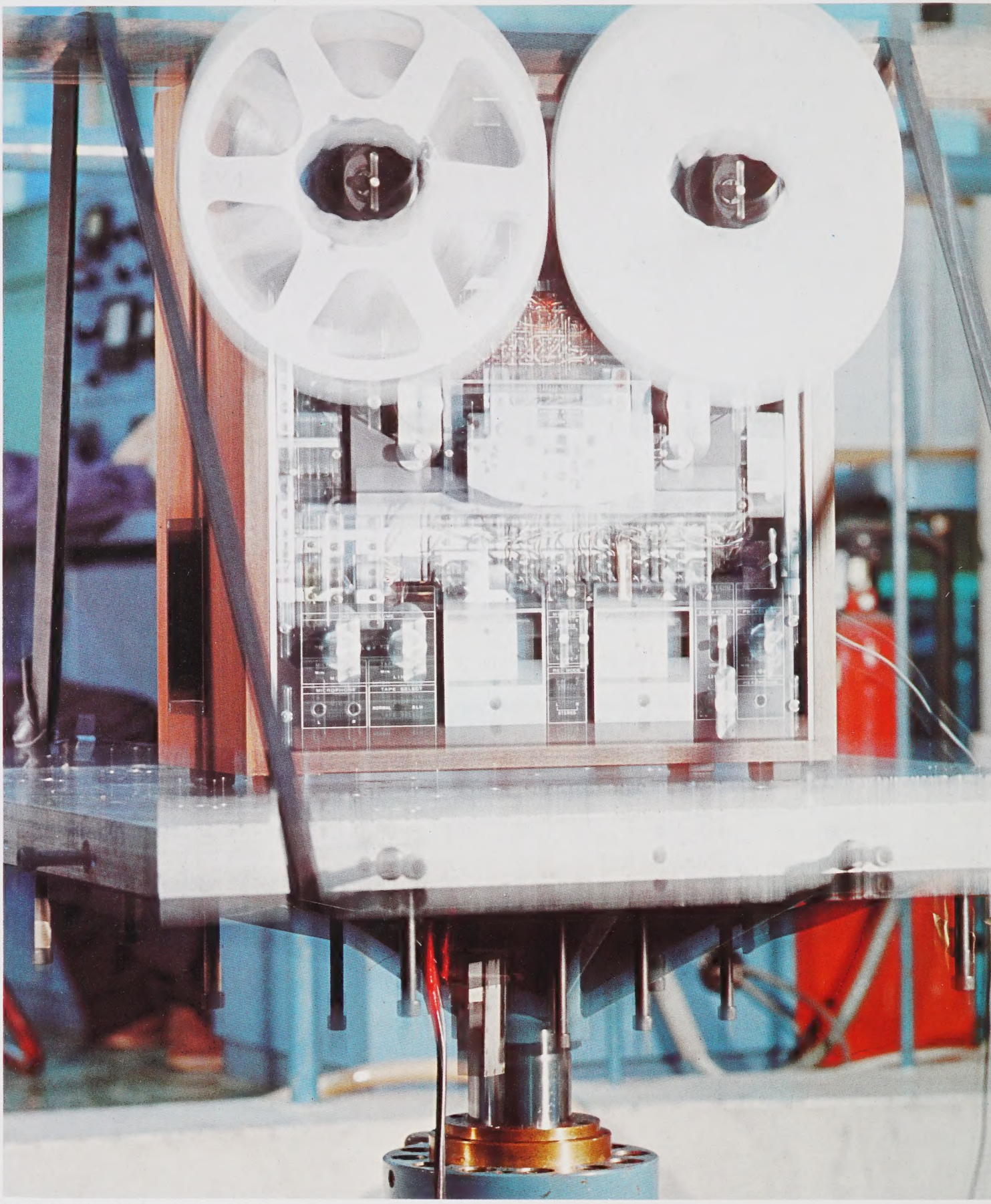
Only necessity should determine research expenses.
If needed, research should be carried out whatever the expense, even if it risks the company's existence. Great strides sometimes require such a decisive step. *Masaru Ibuka*

A manager must not spare money for research and development. He must know that it is money worthy of investing. *Masaru Ibuka*

Group research often brings good results. Today, invention and development are carried out not by individuals but by groups. They are created by accumulating the results of research in many fields. *Masaru Ibuka*

We don't spare money for fundamental research in principle. Because progress itself reinforces the company's energy which is indispensable for success. *Masaru Ibuka*

A Roto Bi-Lateral head assembly



Vibration test for a high quality tape recorder

Research and Development

Pioneering is at the heart of Sony's strategy

The world has come to expect marvels from electronics, and Sony is constantly making great efforts to accomplish growth and progress in electronics which leads to ever newer marvels.
Sony carries on scientific research activities in both basic and applied fields. Making possible the practical application of a unique new product, is the central philosophy of Sony's research efforts.
The Sony Magnetodiode (SMD), announced in March 1968, was a startling advancement in the field of electronics. The SMD is a new magnetosensitive semiconductor device which has a remarkable sensitivity, about 100-1,000 times higher than that of the currently available Hall element, and works on the principle of controlled lifetime of injected carriers by an external magnetic field.
The research leading up to the development of the SMD was conducted in the Sony Research Center. For a couple of years, special studies were undertaken there by many Sony scientists in order to establish the SMD's possible future applications. Various prototypes, such as magnetic detectors, brushless DC motors, proximity switches, contactless switches and non-wearing volume controls have been made. Chairman Ibuka says, "In a particular project, we always try to bring to bear the greatest concentration of scientific research and engineering power toward its accomplishment."
In 1952, Ibuka visited the United States for the first time, and there foresaw the dawn of a new industry for Japan - the transistor. Up until that time, not much thought or study had been given to the transistor's application in consumer products because of its high cost.
But Ibuka and Morita had a vision and were persistent. They and their engineers immediately began concentrating on transistors and developed their own transistor mass production technology for consumer products. In 1954, the first transistor in Japan was produced by Sony, and it eventually became the company's springboard to success.
Another spectacular technical breakthrough after the transistor came in 1959, when Leona Esaki and other scientists in the Sony research laboratory invented the first tunnel diode, which opened a new field in the semiconductor's application.
In conjunction with basic research at the laboratory, each product planning division in the Sony factories has its own development center working in cooperation to improve present products. Sony's color picture tube system, Trinitron, which was announced soon after the SMD, was developed in the Color Picture Tube Development Center.
The Trinitron Color TV system was an entirely new concept in color image reproduction, consisting of the Trinitron gun and a newly developed Aperture Grille.
And in 1969 Sony announced its success in the development of the Sony Color Videocassette System which is a completely new type of home entertainment. The Sony Color Videocassette System is the most practical, economical and attainable system of enjoying color pictures with stereophonic sound by means of an easy loading cassette-type tape, called a Videocassette, through a Videoplayer. When the news was announced, the world's leading newspapers and magazines spotlighted the Sony Color Videocassette System. Public attention centered on this development as a promising and potentially revolutionary achievement, second only to the development of television itself.
In 1970, Sony announced the development of the Metal Fuel Battery System that generates a very large power output utilizing finely pulverized zinc fuel, which can be used repeatedly, and specially constructed electrodes. This development opens up many exciting applications.
In 1971, Sony developed, for practical use, a new semi-conductor memory device the "Sony Memory Transistor", which is non-volatile, electrically alterable and superior in reproducibility and stability, and has a read-write-erase memory function. This new memory transistor will be useful for a wide range of applications not only for electronic computers, but also for communication equipment, electronic measuring apparatus and other electronic products.
Sony believes that its outstanding success is the result of efficiency and harmony in research and development, production and marketing.

Gun for 114-degree deflection Trinitron tube

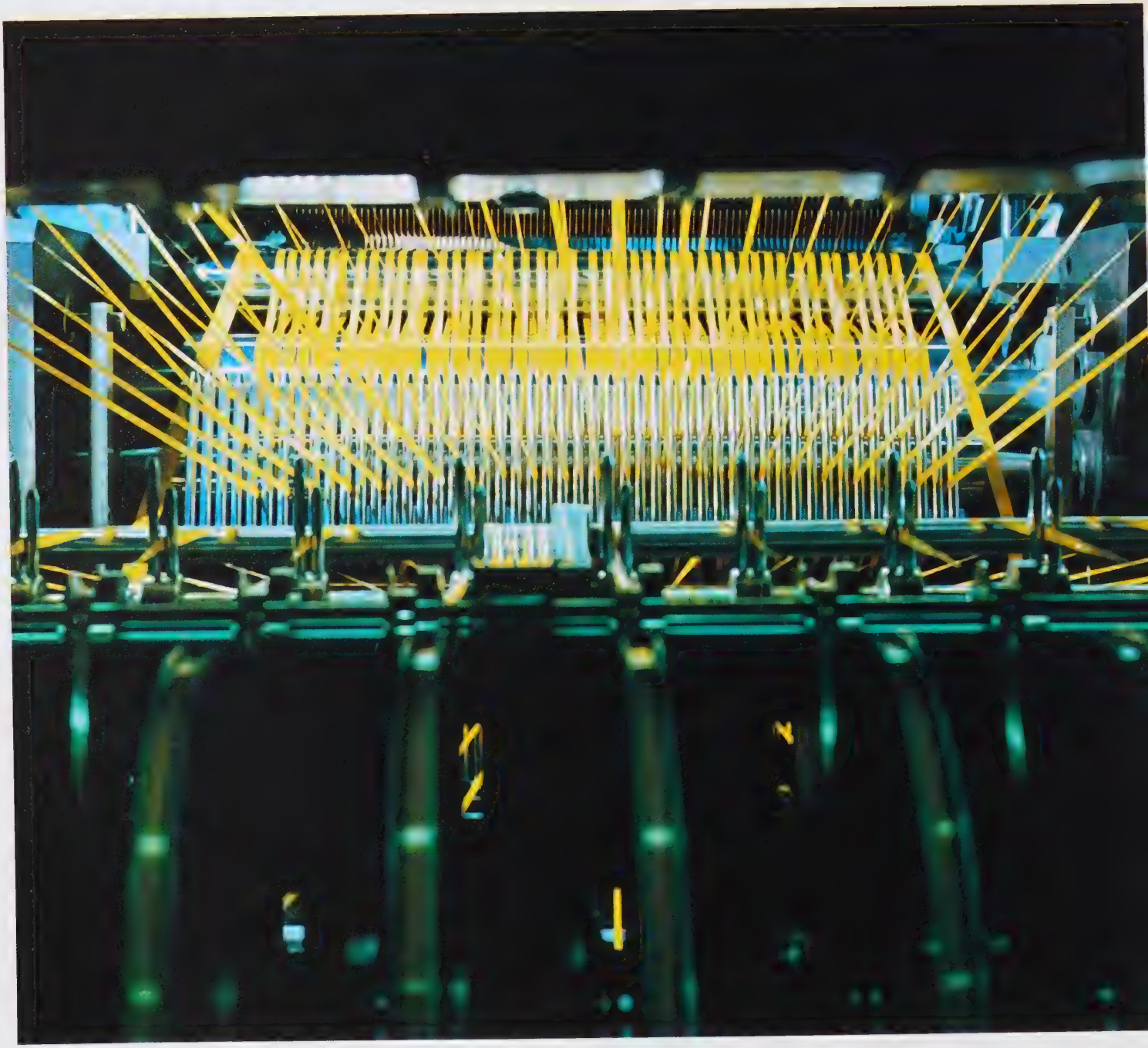
Sony's management philosophy is to have originality: to produce really high-quality goods before others. *Masaru Ibuka*

To sell a product profitably, we have to fully utilize our technology, which has to be a step ahead of the competition. Sony has never tried to create anything without simultaneously creating standards in world technology.
Sony has led; others follow. That's the way it's been since our beginning. *Masaru Ibuka*

True creative thinking is that which may become fact or can be carried out. It comes neither from a man's dreams nor from a genius. It results from trying. *Masaru Ibuka*

People often consider imitation worthless. A good imitation, however, leads to creation. *Masaru Ibuka*

The public is the most critical judge of our products. They recognize a good product. *Masaru Ibuka, Akio Morita*



Professional-use audio tapes—slitting process

Integrated Production

Quality comes first

Many visitors from all over the world come to Sony's modern factory in Tokyo every day to see how its transistor radios, tape recorders, television sets, and other products are manufactured. When they first step into the well-designed factory, most of the visitors are surprised by the active and energetic workers busy with assembly techniques employed throughout the production line. Here, at various stages of completion, the products are electronically tested for volume, tuning and speed, and subjected to physical abuse to ensure that every Sony product will operate even under the most extreme conditions.

However, Sony's best control over its craftsmanship is the fact that the company makes all of the critical components itself. Because inspection itself does not improve quality, but making its own parts does.

With this production concept Sony ranks as one of the world's foremost manufacturers of integrated production tape recorders, producing everything from carefully engineered magnetic heads and motors to extremely sensitive microphones and recording tapes. For the revolutionary Trinitron Color TV system, Sony's own development, the company makes all the critical components as well, including the electron gun, Aperture Grille, phosphor screen and tuning mechanism.

This is but one example of Sony's philosophy—whatever it manufactures must be the best in the world—quality must be considered first when Sony goes out and competes. Price is important but quality is first. With the emphasis on this "quality first" policy rather than on mere mass production, every Sony product has received wide acclaim, establishing the world-wide reputation of the Sony trademark.

Now, not only Sony's reputation and products can be considered world-wide, but its production facilities as well.

The first assembly plant in the U.S.A. was completed in September, 1972, at San Diego by the Sony Corporation of America. The plant incorporates advanced design, technology and production facilities. The Trinitron color TV sets which are produced here now provide Americans with home entertainment. Other products will follow. This giant step forward by Sony is not confined to the U.S.A. It will be extended over the world including Europe, Southeast Asia and Latin America to meet the expanding demand from all over the world.

Though operations are carried on at these plants separately, the policy remains the same: "quality first". Each country has its own customs but Sony standards remain unchanged. The quality which has been perfected at home will be the quality wherever Sony is made.

Welding the Trinitron tube

Everyone has a desire to do some creative work. Presenting a theme for study, fostering interests and encouraging true ability is the job for executives. *Masaru Ibuka*

"A right man in the right place" is a slogan for yourselves, not for your boss. You should find the "right place" yourselves. *Akio Morita*

To carefully consider the opinions of others means to think about the society you belong to. *Masaru Ibuka*

It is your own task to wake up your sleeping talent. *Akio Morita*

A man must not wait to have work assigned. He should search for it himself. And as for doing only exactly what one is assigned, a computer will do better. *Akio Morita*

Everyone has various talents. Some people, however, do not know how fine their talents are. *Akio Morita*

Study yourself, think yourself, judge by yourself and carry things out yourself. *Akio Morita*

There may be a limit to man's ability but no limit to his efforts. *Masaru Ibuka*

Nothing is happier for a man than to do work that he enjoys. *Masaru Ibuka*

Each person should be conscious that a man's worth lies in his ability. *Akio Morita*

Digital panel for clock radio showing hours, minutes and seconds

The G-type tape recorder—Japan's first

First in Products

Sony is always a pathfinder

Sony's product mix has been gradually expanding recently in response to new technologies and new developments. Sony has moved into the world of the integrated circuit, and is already producing tiny IC radios, cassette tape recorders, and miniature condenser microphones

Sony's first breakthrough in the consumer field came in 1950 with a tape recorder and magnetic recording tape—firsts in Japan. This first tape recorder, called the G-type, was very large and heavy, weighing nearly 50kgs., and was also very expensive. But the next H-type, perfected soon after the G-type, established that tape recorders could be a consumer product for Sony.

In 1955, hardly a year after producing the first commercial transistor, Sony developed the first Japanese transistor radio. Next to come from Sony was the first pocketable transistor radio in the world, the beginning of a revolutionary radio concept.

In 1959, Sony took the next logical step: production of the world's first direct-view transistorized television set. Sony's first transistor television had an 8-inch direct-view screen, was 13¼ pounds in weight, and could operate on its own rechargeable battery, on an auto battery, or on ordinary household current.

In 1962, came its epoch-making successor, the 5-inch screen Sony Micro TV, weighing only 8 pounds. Acknowledged as the most significant television advance in a decade, the Micro TV presented the public with an altogether new concept of television, making it truly personal.

Another outstanding contribution was made in the industrial field when Sony combined its audio technologies with the visual. In 1962, the company introduced a new achievement, the world's first compact solid-state video tape recorder, called "Videocorder Model PV-100", designed for industrial use—educational, training, air-borne entertainment applications, etc. Sony then applied its successful techniques and experience in the industrial field to the consumer area.

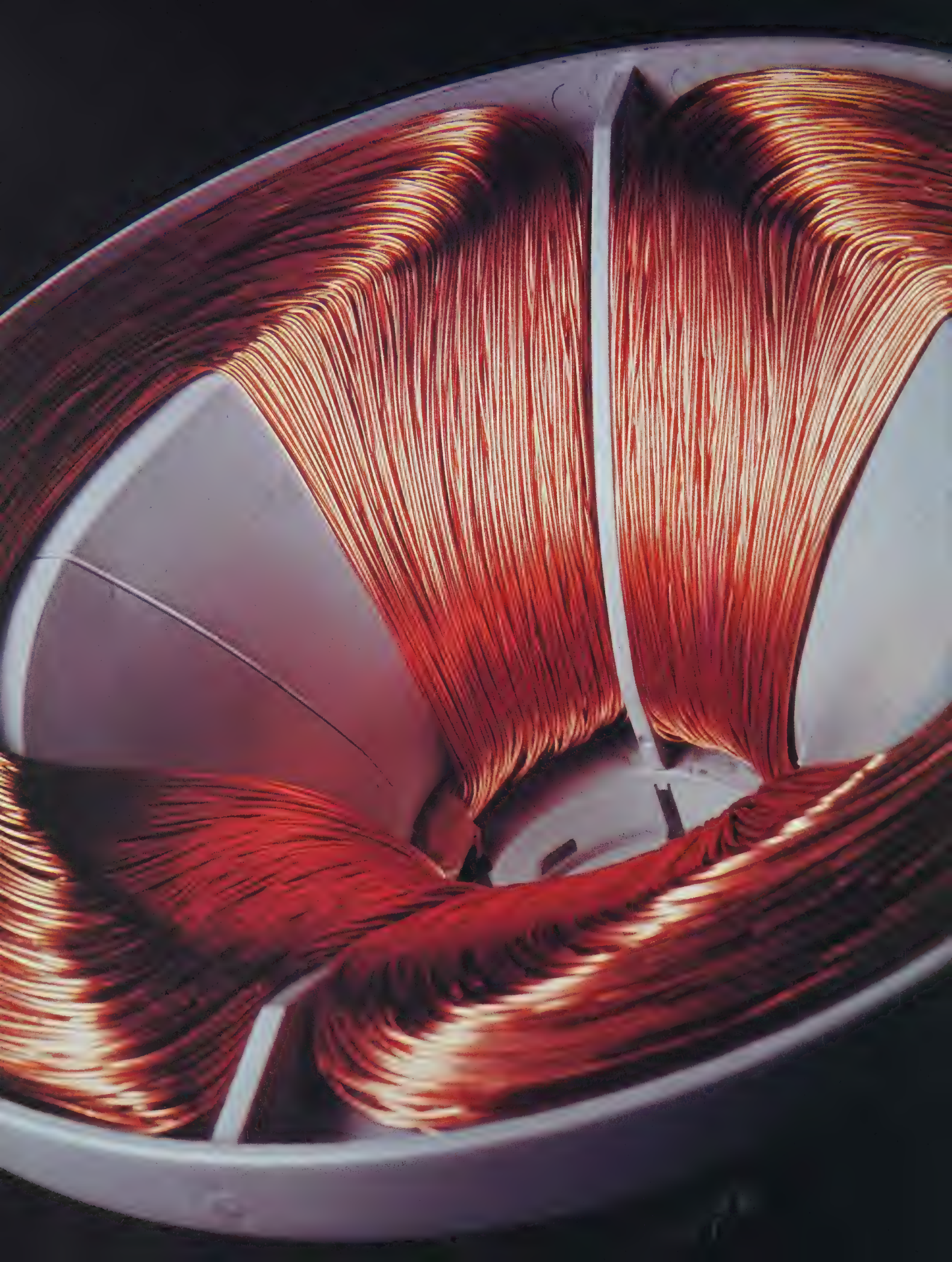
In 1965, the company marketed the first low-priced consumer type VTR, the fully transistorized videocorder CV-2000, which opened up a whole new era in consumer visual entertainment. To further widen applications of this consumer type VTR, Sony began marketing a new battery-powered shoulder strap portable VTR and camera kit for outdoor on-the-spot picture and sound recording.

In 1969, Sony took a giant step toward a new era of home entertainment, giving the public the Sony Color Videocassette System, by which people can enjoy music, movies, stage plays, sports events or TV programs at any time on their TV screen at home. One of the biggest and most interesting questions has been what would follow the color TV set in the home entertainment field. Sony has come up with a promising answer.

Today, the company's line ranges from professional and industrial products, such as studio console tape recorders, industrial VTRs and microphones, to high quality consumer products, such as transistor radios, tape recorders, personal Micro TVs, the world's foremost solid-state Hi-Fi equipment, electronic calculators, consumer VTRs and the Trinitron system color television receivers.

A company should develop its products to suit its market. Sony's market is the world and from the consumer and industrial demands of the world, Sony has adapted its product line to meet the needs of its ever growing market.

The U-matic Videocassette system



Excellent technology is not just for creating excellent products but for excellent products which customers really want. *Masaru Ibuka*

The cost is not a major problem for customers if the goods are what they really want. *Masaru Ibuka*

Technology is important, but it is only a means to an end. *Masaru Ibuka*

The only course open to Japan, with its lack of natural resources, is to make great use of human ingenuity, skills and time in order to compete with the world. *Masaru Ibuka*

I believe we must dedicate ourselves to producing only highest quality products. Though most companies have the same objective, few succeed. *Akio Morita*

Our future task is to mass-produce all kinds of original high-quality appliances that meet people's real needs rather than to provide countless products without a purpose. *Akio Morita*

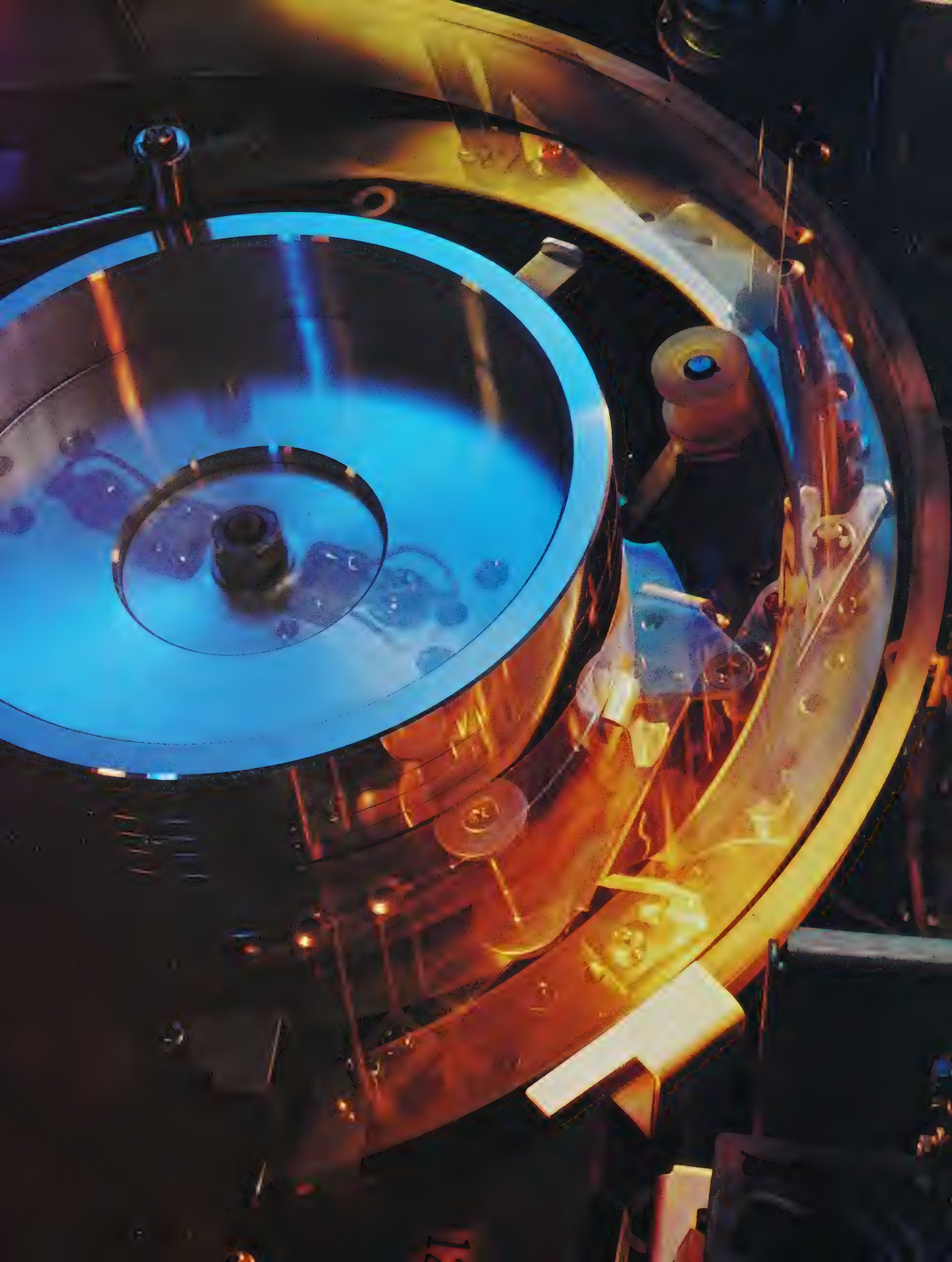
Trinitron deflection yoke

Measuring the vibration of speaker cone paper using an electro-optical displace follower at the Sony Technical Development Laboratory

The right man in the right job

It is a Sony principle to respect and encourage everyone's ability: to place the right man in the right job; to always seek to bring out the best in the individual; to believe in him and continually aid him in developing his talents. This is from the Sony motto and it is this philosophy of belief in the value of the individual and the encouragement of each person's capabilities that enables all Sony employees to unite their efforts and mutually advance towards a common goal. This kind of teamwork is an important ingredient in the Sony success story; cooperation in harmony has facilitated many of the pioneering achievements in opening up new fields that have made Sony a recognized leader for creative innovations. Emphasizing individual ability and initiative while at the same time fostering harmonious collaboration with others continues to be a source of strength for the company. As the motto concludes: "This is the vital force of Sony."

Air purification corridor at the Sendai plant

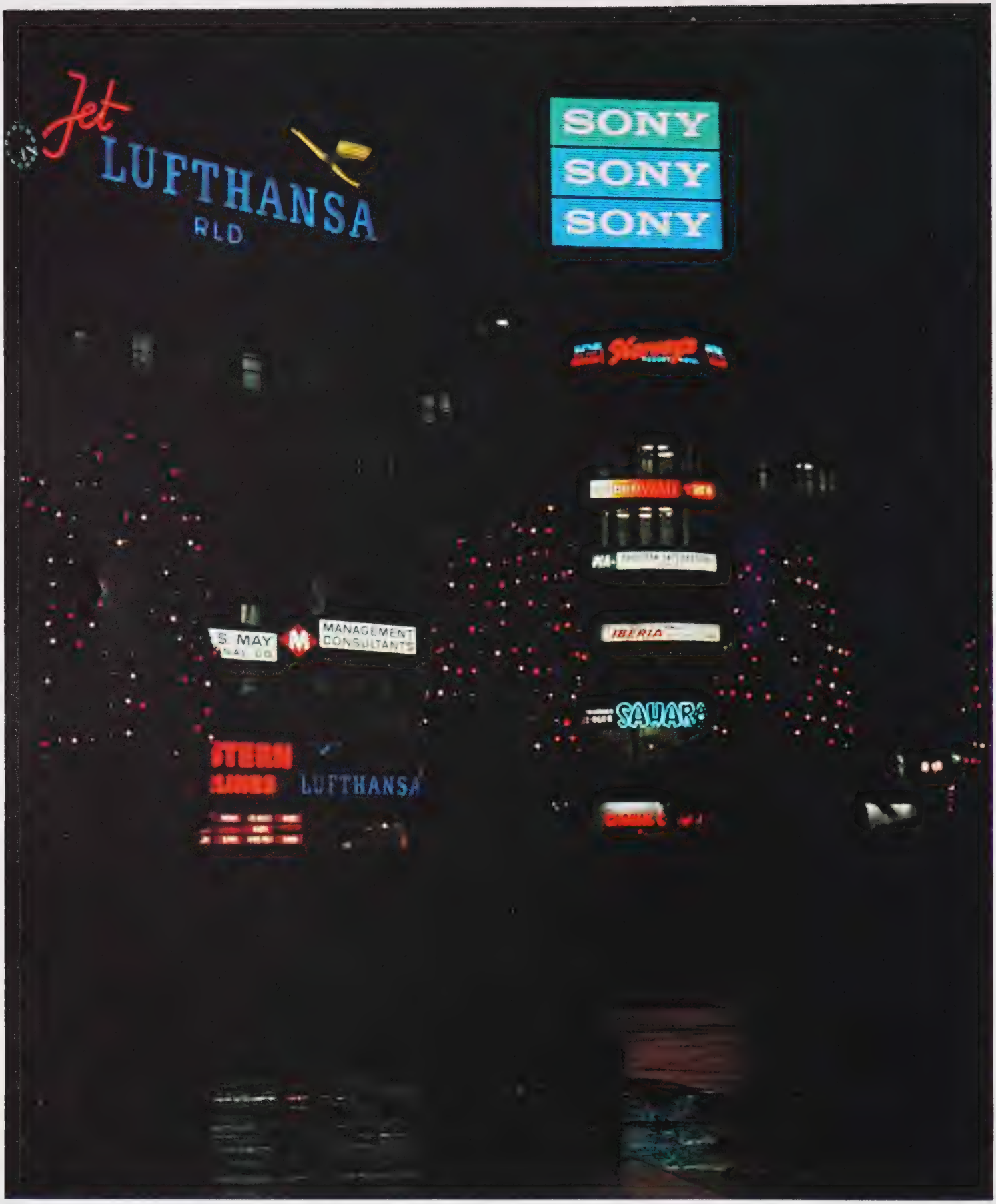


Every product we make must be produced by the best method known. *Masaru Ibuka*

Any invention or discovery is a great thing, and to put it to practical use is even more important. But the process of production is the most important step of all and this should be emphasized above everything else. *Masaru Ibuka*

Japan should consider not only exporting completed products but also making its technology available to others. *Akio Morita*

Automatic tape threading in the U-matic color videocassette recorder/player



Neon sign at San Francisco, U.S.A.

Informing the public about Sony products and building the right company image

In 1946, the obscure Tokyo Telecommunications Engineering Corporation, which later became famous under the name Sony, placed its first advertisement in a Tokyo newspaper. It was a brief announcement of a short-wave converter for AM radios and the day after it appeared in print the small firm was flooded with orders for the device which made it possible for many Japanese to hear their first broadcasts from the outside world in five years. Ever since that initial venture into the field of advertising, Sony has recognized the extremely important role played by advertising in bringing its products to the public's attention and also in building the right kind of company image. By always advertising in as straightforward and honest a manner as possible, Sony strives to maintain the same degree of high quality in its advertising as it does in all its products. Sony's advertising structure has three tiers, with each level coordinating activities with the others to provide a unified and uniform advertising concept. International activities are handled by the head office in Tokyo where basic advertising policies are decided. Major international ads and all U.S. advertising, such as ads in LIFE, NEWSWEEK, TIME, PLAYBOY, READER'S DIGEST and NATIONAL GEOGRAPHIC, is done by DDB, Doyle Dane and Bernbach Inc., the award-winning American advertising agency noted for its unique creative philosophy and selectivity in its choice of clients. Local advertising is conducted by the various regional sales agents, each making use of all the media—TV, radio, newspapers, magazines, motion pictures —and utilizing their own original themes, layouts and concepts with the Sony logo remaining the only unchanging factor. The Advertising Department at the Tokyo head office is also responsible for the large Sony neon signs all over the world and produces leaflets, catalogs, posters, displays, giveaways and a monthly newsletter, all for distribution both to dealers and consumers throughout the world. With recent original developments like the IC radio, the Trinitron Color TV, the electronic desk-top calculator Sobax and the revolutionary Color Videocassette System, Sony's future growth rate can be expected to more than keep up with its past spectacular growth. Educating the public to new ideas, opening up whole new vistas with information about products which exert profound changes in people's lives: this is the Sony vision of the goal of advertising.

Neon sign at Schiphol Airport, Amsterdam, Holland

Business is not an individual game, it is teamwork. Harmonious collaboration is most important in business.
Akio Morita

Close cooperation is the major factor in the success of Sony.
Akio Morita

Communication is one of the most important activities in management. *Akio Morita*

It is the sales staff's business to make certain customers understand our message correctly... that means everything about our products such as their performance, quality, features, etc. *Akio Morita*

Domestic business and export business are the same and should not be divided. Good products in the domestic market are good in the foreign market as well. There should not be any special products for exports. *Masaru Ibuka*

The image Sony has is determined by the attitude of its service staff in impressing our customers with our earnest dedication. Servicing is difficult but worthwhile. I consider it more difficult than production or sales. *Akio Morita*

All our service staff members in the field must not only understand the technical aspects of our products but also human relation in servicing our customers. *Akio Morita*

Video projector

Customers trying out Sony products in the Sony Bldg

It means creating a market

Marketing concept

One major factor contributing to Sony's growth is the company's marketing concept. Continually developing and introducing many "World First", Sony discovered it was impossible to accurately predict consumer demand for these products, because until they appeared, demand was nil.

With this background, Sony's concept of "creating a market", instead of merely filling a demand, has become a fundamental policy, and governs the promotion and sales of all Sony products. For example, in 1950 when Sony announced the first tape recorder in Japan, consumers did not know what a tape recorder was, let alone how to use one. So the company had to teach consumers, to show them the product's versatility and usefulness in everyday life—a campaign of education.

This same strategy was followed when the first transistor radios were introduced and again with the introduction of the first Micro TV sets. Both were responsible for a revolutionary change in existing ideas concerning the use of radio and television, which had, until then, required the listener and viewer to remain more or less in a fixed location.

As a consequence, the company's worldwide advertising and marketing campaign greatly emphasizes the convenience and uniqueness of Sony products and is geared to creating a demand for and awakening the general public's interest in them.

Marketing Techniques

Displaying products, that is, exposing products directly to the general public, is one of the most important and necessary links in the chain of marketing techniques. With this in mind, Sony opened a fabulous New York showroom on Fifth Avenue in 1962, in 1966 opened a beautiful eight-story showcase building, the Sony Building in the Ginza, Tokyo, and in 1971 opened the Sony Salon Champs-Elysées in Paris to display its wide range of products.

Each showroom plays an important role in the establishment of mutual understanding among the Sony family or Sony fans.

The display corners of these showcase buildings are changed from season to season, and the showrooms where Sony products are on display are always crowded with people enjoying themselves operating and handling the various products.

Sony Corporation was the first Japanese company to list its shares on the following world stock exchanges; the New York Stock Exchange, on September 17, 1970, the Pacific Coast Stock Exchange, (San Francisco and Los Angeles) on June 11, 1971, the Hongkong Stock Exchange, on August 24, 1971, and the Paris Stock Exchange on September 26, 1972. Sony Corporation also listed its shares on the London, Amsterdam, Düsseldorf and Frankfurt.

Today the company's trademark has been registered in 128 countries out of 176 territories throughout the world and it has become a household word to people everywhere.

Sony Salon in the Champs-Elysées, Paris

Sony Building in the Ginza

The company should have enough flexibility to be able to compete with others in response to changing times.

Akio Morita

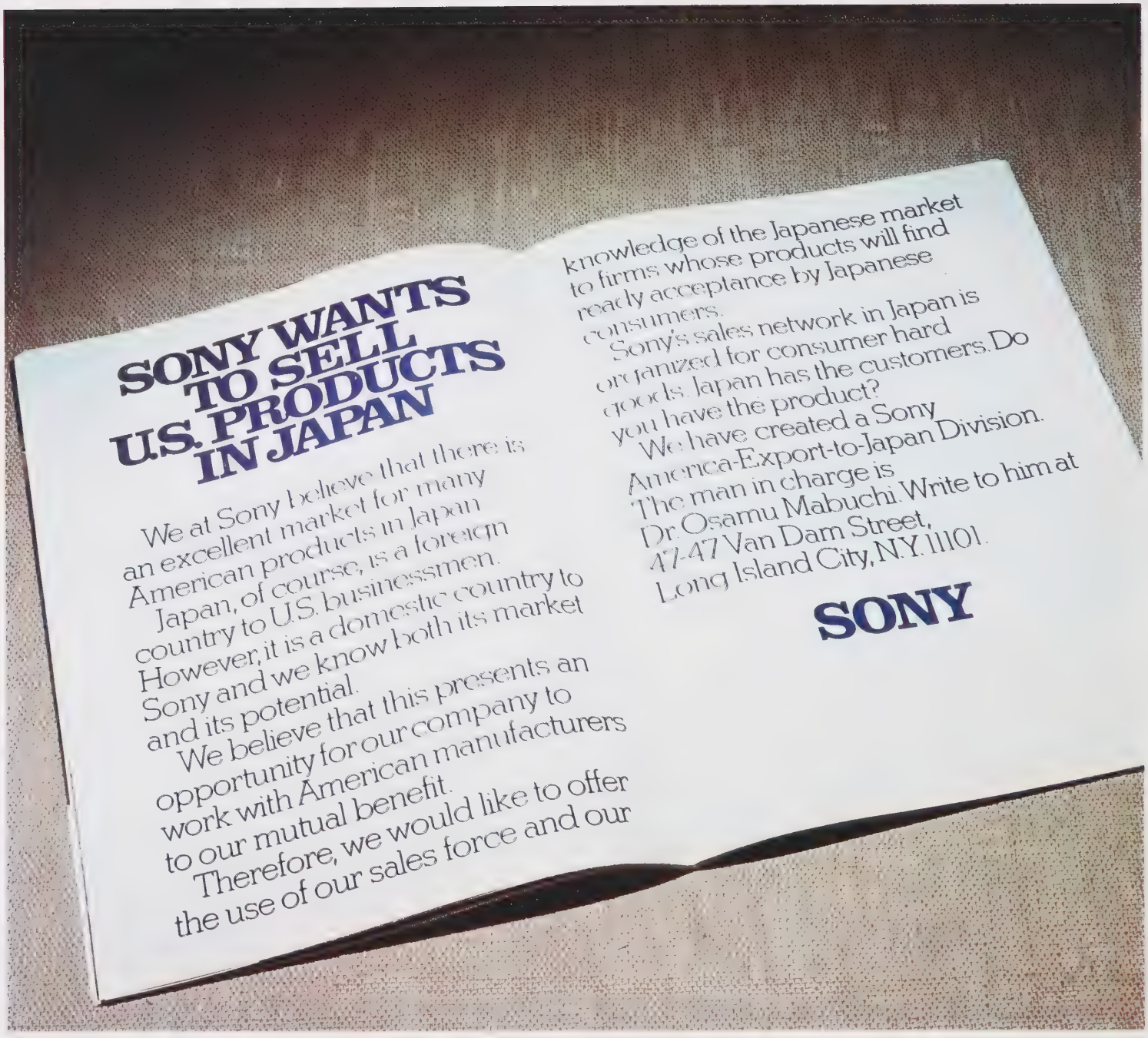
Sony is always flexible in its operations, as it is organized by kinetic instead of potential energy. *Akio Morita*

We must try not to settle in one place. We should always change. If the outer world does not change, we should make changes ourselves. Progress is born from change.

Masaru Ibuka

Management should always consider the best way to make profits, and be flexible enough to move into different fields in response to changing circumstances. *Masaru Ibuka*

Tonearm with stylus descending on to disc



Sony enters the import business with this advertisement in Time magazine

Import Activities

Sony has the flexibility to launch a new import program

"Sony Wants to Sell U.S. Products in Japan", is the headline of the full-page advertisement of May, 1971 carried in the leading U.S. newspapers and magazines. Sony subsequently ran advertisements conveying a corresponding message in Europe, including the U.K., West Germany, Italy and France.

Sony created an import subsidiary, Sony Trading Corporation, to open an entirely new market from July 1972. This company specializes in importing products into Japan. Sony International Housewares Corporation was also established to distribute foreign goods imported by Sony Trading Corporation.

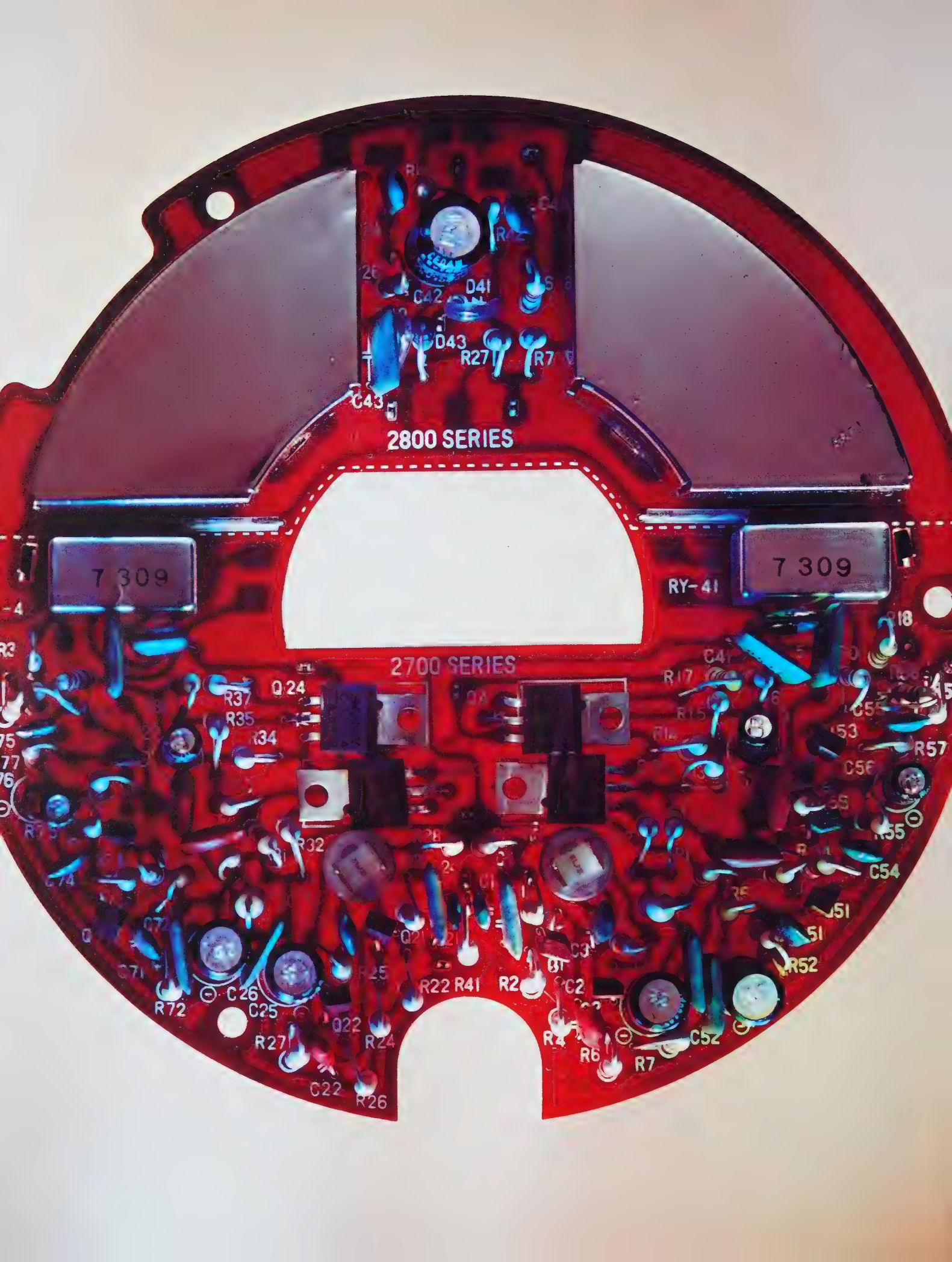
There is an enormous market for foreign goods here in Japan. And Sony has a world-wide reputation for its high-quality products. Sony has the capacity, knowledge, marketing experience, and sales network to sell foreign products effectively in Japan. These factors, coupled with the versatility of Sony in the export field, open up major possibilities for Sony as an import-export organization.

The advertisement reads, "Therefore, we would like to offer the use of our sales force and our knowledge of the Japanese market to firms whose products will find ready acceptance by Japanese consumers." As a result of this advertisement, Sony has had many inquiries and the import operations are now going very smoothly with the strong support of various firms.

This is the way in which Sony has willingly moved into the import field, and has offered all the expertise of its experienced domestic sales force to foreign firms.

Sony Corporation serves the world, manufacturing and exporting a wide range of products and offering various kinds of imported housewares to the Japanese market.

Times change. Demands change. And Sony knows how to change a bit ahead of the times to more than meet the demands of the modern changing world.


2800 SERIES
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"Marketing" means to go into a market ourselves and to try to make people understand directly why we made the product and what its features are. *Akio Morita*

We do not market a product which has been already developed but develop a market for the product we make.
Akio Morita

Products designed and manufactured by ourselves should be sold in the markets developed by ourselves following our own schedule. *Akio Morita*

When we have a fine new product, we must have the courage to introduce it to the market. *Akio Morita*

We give high priority to making sure our sales people really understand our activities and to market creation as well. That is, we do not use the present market but must create it. In order to create the market, we must educate customers and those who work in the network. *Akio Morita*

Printed circuit board for video tape recorder

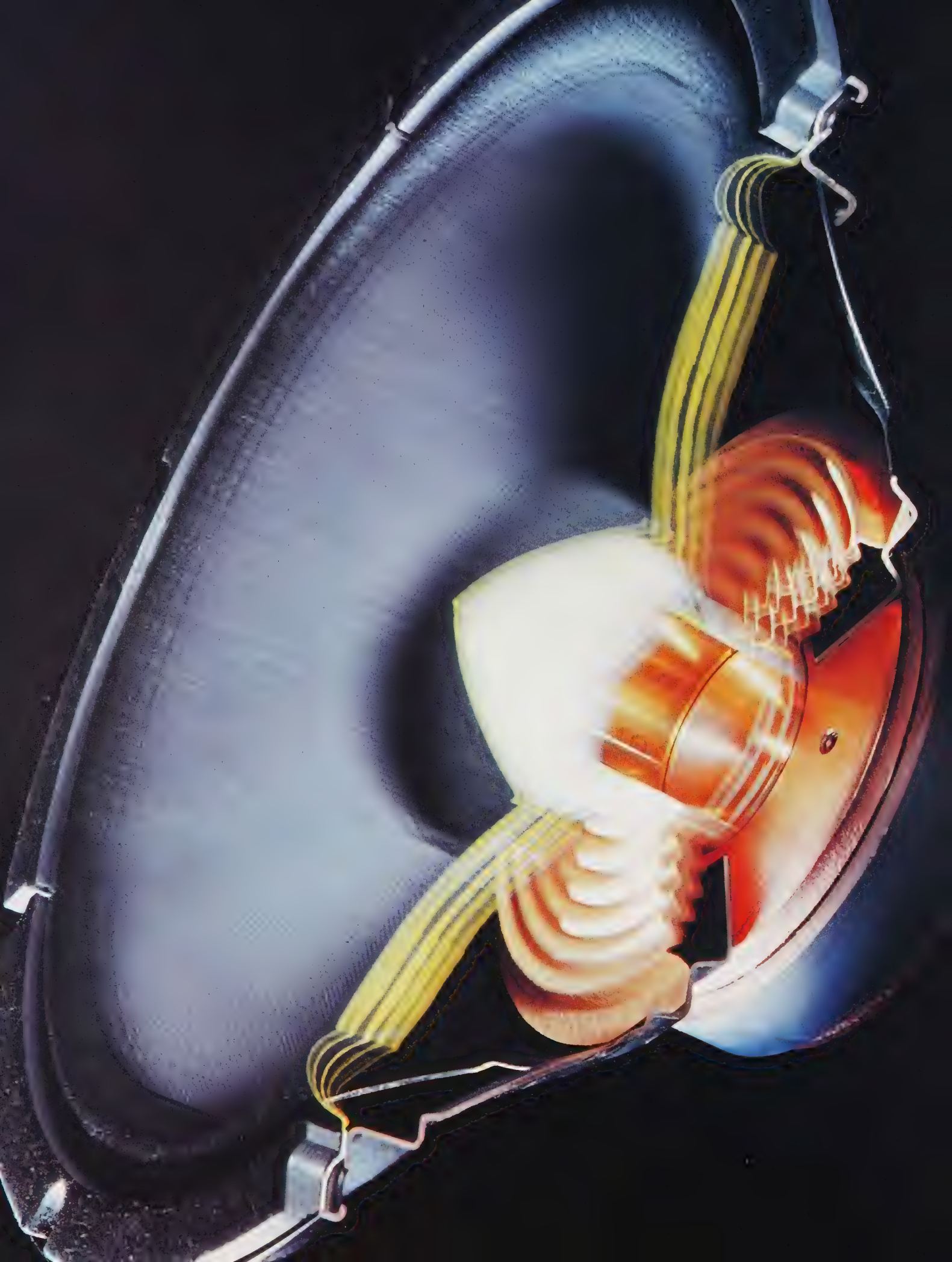
Sony office, Los Angeles

Sales and Service Network

The entire world is Sony's market

Sony's original marketing strategy of creating demand is carried out by a global sales network. After first establishing a wholly-owned subsidiary, Sony Shoji K.K. (Sony Sales Co.) in Japan, a far-reaching and ambitious export program was launched. Sony overseas branches and subsidiaries have been established in major cities throughout the world: Sony Corp. of America in New York City; Sony Overseas S.A. in Zug, Switzerland; Sony Corp. of Hong Kong Ltd.; Sony (U.K.) Ltd. in London; Sony G.m.b.H. in Cologne, West Germany; Sony France S.A. in Paris, Sony Continental in Antwerp, Belgium; Sony Distribution Centre (Europe) B.V. in Vianen, Holland; Sony Hawaii Inc. in Honolulu; Sony of Canada Ltd. in Toronto; Sony Corp. of Panama S.A.; Sony Puerto Rico Inc.; Sony do Brasil Ltda. in São Paulo, as well as other branch offices in Beirut, Johannesburg, Lagos, Paris, Stockholm, Vienna, Sydney, and Winnipeg. In charge of sales and service activities at each overseas branch and subsidiary are expertly trained Sony personnel.

In addition to these overseas branches, offices and subsidiaries, Sony's international sales network has been greatly strengthened by the many Sony distributors all over the world. From the outset, the company decided that the entire world was its market and determined to conduct its overseas business directly, instead of relying on large trading firms which was the general Japanese business practice at the time. The company was also resolved never to sell its products except under the Sony brand. Sony's remarkable growth and its reputation as a leader in the field of electronics have received remarkable and widespread recognition from people everywhere. And its customers are literally legion.



To advertise is to educate. *Akio Morita*

Education is the basis of social enlightment. *Masaru Ibuka*

Our business is not selling radios and TVs but conveying information. *Akio Morita*

If we are only concerned with the physical products themselves and miss the importance of conveying the product's story, we make a great mistake. To introduce a new product with new technology into the world as we do, the physical products have no meaning without conveying their complete story. As a matter of course, therefore, it is important to reduce the processes of relay for better communication as well as to equip well-arranged relay steps. *Akio Morita*

Sectional view of Ultra Linear Magnetic woofer

The Inazawa factory

Producing various products with Sony quality

Sony headquarters in Tokyo, a huge rectangular eight-story building, was completed in April 1961. This building has various offices including executive administration, international sales and service, advertising, accounting, public relations, personnel, etc... all of which work closely together with the production departments in various factories.
It also includes all marketing research and development sections and planning divisions for new products.
Other major Sony factories are:

Atsugi Plant
The Atsugi Plant, situated about 56 kilometers southwest of Tokyo, boasts the most modern and unique facilities for mass-production and developing of semiconductor devices, ranging from high quality silicon transistors and diodes to ICs (integrated circuits). All these semiconductors are used in the company's consumer and industrial products. The revolutionary Videocassette systems are also produced here. This plant has an accredited senior high school as well as modern dormitories for its young employees.

Sendai Plant
The Sendai Plant about 400 kilometers north of Tokyo produces audio and video magnetic recording tapes, Videocassettes and ferrite cores for transistor radios, television sets and other electronics equipment. In 1957, as soon as production facilities for audio tape were completed, all the tape facilities and its related divisions were moved to this plant from Tokyo. Today its high level of technical standards ranks it as one of the best in the world.

Osaki Plant, Inazawa Plant and Ichinomiya Plant
The Osaki Plant in Tokyo, situated not far from the headquarters, was completed in 1968.
Black and white TV sets and Trinitron Color TV sets are assembled here.
In addition to this Osaki Plant, two new plants, the Inazawa Plant (1969) for manufacturing Trinitron Color TV picture tubes for various sizes and the Ichinomiya Plant (1970) for assembly Trinitron Color TV sets, were established near Nagoya, southeast of Tokyo, in response to the greatly increased demand for Trinitron Color TV sets.

Shibaura Plant
The Shibaura Plant in Tokyo, situated not far from the headquarters, was completed in 1969 to accelerate the production of video tape recording equipment and Hi-Fi components.

Haneda Factory
The Haneda Factory, situated near the International Airport in Tokyo, is a special factory for the manufacture of circuit boards for Sony products and for plating, gilding and coating of knobs, panels and other tiny parts.
The excellent plating and coating techniques contribute to the production of high quality Sony products.

All these factories with systematic production lines are putting emphasis on various inspection stages, producing products of Sony quality with reliable performance which will spread out through all the continents through a world-wide distribution organization.

IC production line at the Atsugi plant

Highlights

1945 Oct.
- Tokyo Tsushin Kenkyusho (Tokyo Telecommunication Laboratory) was established by M. Ibuka and a group of young engineers

1946 May
- Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corporation) was formally incorporated by M. Ibuka and A. Morita, paid-up capital: US $500

1949 Oct.
- Patent entitled "AC bias magnetic recording system" was issued

1950 Aug.
- Marketed the first magnetic recording tape and tape recorder in Japan

1951 Dec.
- Introduced the cine recorder

1952 Dec.
- Developed the stereophonic audio system for the first stereophonic broadcasting in Japan through NHK (Japan Broadcasting Corp.)

1953 Aug.
- Introduced the vidicon TV camera

1954 Jan.
- First company in Japan to be issued patent license for transistor by Western Electric Co., U.S.A.

Feb.
- Introduced the condenser microphone

May
- First successful production of transistor in Japan

1955 Aug.
- Marketed the first all-transistor radio, TR-55, in Japan

Nov.
- Marketed the first home-use stereophonic tape recorder, TC-551, in Japan

1956 Mar.
- Developed the magnetic recording system for language training, the beginning of the Sony Language Laboratory System

1957 Mar.
- Marketed the world's first pocketable all-transistor radio, TR-63

Aug.

MW/SW 2-band radio, TR-62

1958 Jan.
- Adopted the trade name Sony for its corporate name: Sony Corporation

Mar.
- Introduced the wireless microphone, CR-3

Jun.
- Opened a branch office in New York, U.S.A.

Oct.
- Received the "Gold Medal Prize" at Brussels World's Fair for its power transistor, 2T-501, and photo transistor, 2T-100

Nov.
- Marketed the world's first all-transistor FM radio, TFM-151
- Marketed the world's smallest pocketable transistor radio, TR-610

Dec.
- Developed the first transistorized video tape recorder in Japan

1959 Apr.
- Marketed the world's smallest all-transistor 2-band radio, TR-714

Jun.
- Unveiled the successful development of the Esaki Tunnel Diode, a revolutionary new semiconductor device

Aug.
- Opened a branch office in Hong Kong

Nov.
- Marketed the all-transistor deluxe 2-band portable radio, TR-812

Dec.
- Introduced the world's first, all-transistor direct-view 8" TV, TV8-301

1960 Feb.
- Established Sony Corporation of America in New York, U.S.A.

Jun.
- Marketed the Esaki Tunnel Diode

Sept.
- Opened a western regional office in Los Angeles, U.S.A.

Nov.
- Marketed the all-transistor 4-band home radio, TR-719

Dec.
- Established Sony Overseas S.A. in Zug, Switzerland

1961 Jan.
- Introduced the world's first transistorized video tape recorder, SV-201

Jun.
- Opened the Sony Research Center in Yokohama, Japan
- Publicly offered 2-million shares of Sony common stock in the form of ADRs (American Depositary Receipts) in the United States: the first stock offering of a Japanese company in the U.S.A.

Aug.
- Opened a central regional office in Chicago, U.S.A.

1962 Apr.
- Introduced the world's smallest and lightest all-transistor 5" Micro TV, TV5-303

May
- The Esaki Tunnel Diode patent No. 3,033,714 was issued in U.S.A.

Oct.
- Opened a showroom, Sony New York Salon, on Fifth Avenue, New York, U.S.A.

Dec.
- Established the Sony Corporation of Hong Kong Limited in Hong Kong

1963 Mar.
- Introduced the world's first all-transistor portable video tape recorder for industrial use, the videocorder PV-100

Apr.
- The second public offering of 3-million shares of Sony common stock in the United States

Sept.
- Marketed the world's first pocketable FM radio, TFM-825

Nov.
- Marketed the all-transistor 9" portable TV, TV9-304

1964 Feb.
- Marketed the all-transistor UHF converter

Jun.
- Marketed the world's smallest self-contained battery-operated all-transistor 4" TV, TV4-203

Jul.
- The VTR system, PV-120AL, was installed by American Airlines for passenger entertainment program

Sept.
- Introduced the Sony Chromatron Color TV set

Oct.
- Marketed the all-transistor 12" TV, TV-120
- Marketed the world's first transistor radio using the Esaki Tunnel Diode, EFM-117
- Established Video Flight Inc. in New York, U.S.A. for Sony's video tape services to airlines

Nov.
- Introduced the world's first home-use all-transistor video tape recorder, CV-2000

Dec.
- Opened a regional office in Panama, Central America

1965 Jan.
- The VTR system was installed by Pan American World Airways for the PAA "Theater in the Air" program for passenger service

Mar.
- Sony/Tektronix Corporation, a joint venture, was established in Japan by Sony and Tektronix Inc. of U.S.A. for the development, manufacture and marketing of oscilloscopes and related apparatus

May
- Introduced the line-sequential color video tape recording system

Jun.
- Marketed the Sony Chromatron Color TV set in Japan

Aug.
- Marketed the world's first home-use video tape recorder, CV-2000

Oct.
- Marketed the world's first transistor condenser microphone, C-38

Nov.
- Opened a regional office in Beirut, Lebanon

1966 Jan.
- Introduced the world's first magnetic disc type color recording system, "Video Color Demonstrator"

Feb.
- Introduced the world's first home-use color video tape recorder

Apr.
- Opened the new Sony Building in the Ginza, Tokyo—showrooms for world famous companies

Aug.
- Sony Corp. of America moved its head office to a new building in Long Island City, New York

Sept.
- Introduced the world's first integrated circuit radio, ICR-100, which showed how the integrated circuit could be applied to consumer products

1967 Jun.
- Marketed a portable electronic IC calculator, ICC-500, in Japan (In U.S.A., ICC-500W in April, 1968 and in Europe, ICC-500E in summer, 1968)

- Exhibited 7" Micro Color TV, 1" IC television set and a portable shoulder-type battery-powered VTR, DVK-2400 at EIA Show in New York
- Introduced a new cassette tape recorder, TC-100, in the world market

Nov.

- Established the Sony Osaki Plant for the mass production of home-use VTRs and the new color TV sets

1968 Feb.

- An entirely new magneto-sensitive semiconductor device, the Sony Magnetodiode (SMD), was invented at the Sony Research Center
- CBS/Sony Record Co., a new joint venture by Sony and Columbia Broadcasting System (CBS) of U.S.A., was established in Japan

Mar.

Introduced a pocketable IC Cassette-Corder, TC-50

Apr.

- Developed a precision magneto-electronic measuring system, called the Magnetic Scale
- Developed new color TV picture tube, the Trinitron system

May

- Established new overseas subsidiaries, Sony (U.K.) Ltd. in London, England and Sony Hawaii Inc. in Honolulu, Hawaii

Nov.

- Introduced a super sensitive miniature condenser type IC microphone, called the Electret Condenser Microphone

1969 Feb.

- Introduced a new Monolithic Linear High Power IC with 26 watts maximum linear output—a remarkable achievement in power micro-electronics

Apr.

- Introduced a new compact, portable two-tube color camera, DXC-5000
- Developed a new easy-to-operate magazine type color video tape recorder

May

- Established Sony Audio Inc. for the manufacture of Hi-Fi components
- Compact Cassette-Corder, TC-50, was taken aboard the Apollo 10 Spaceship on its successful mission to the moon

Jun.

- U.S. patent issued for Trinitron, Sony's new development in color TV

Oct.

- Established Sony of Canada Ltd. with head office in Toronto
- Developed new Super Low-Noise Hi-Output (SLH) tape for high-fidelity sound
- Developed Sony Color Videocassette system, consisting of a Videocassette Player utilizing a magnetic video tape recording system, an easy-loading Videocassette and other associated equipment, and reproducing color pictures in stereophonic sound

Nov.

- Established Sony Shiroishi Semi Conductor Inc. in Miyagi Prefecture

Dec.

- Established Inazawa Factory for Trinitron Color TV tube manufacture in Aichi Prefecture

1970 Feb.

- Introduced "Sony Matrix Sound Stereo"—single enclosure stereo system

Apr.

- Announced the development of a new Metal Fuel Battery System
- Established Sony Corporation of Panama S.A. in Panama R.P.
- Established Ichinomiya Factory for Trinitron Color TV set assembly in Aichi Prefecture

May

- Introduced 4-channel Quadradial Stereo System in Japan

Jul.

- U.S. patent No. 3,519,899 for SMD (Sony Magnetodiode) issued
- Opened a new office in Florida, U.S.A.

Aug.

- Established Sony G.m.b.H. in Cologne, West Germany

Sept.

- Sony's American Depositary Shares were listed on the New York Stock Exchange—a first for a Japanese firm

Oct.

- Established Sony Puerto Rico, Inc. in San Juan, Puerto Rico
- Introduced Sony Videocassette System in Europe

1971 Jan.

- Developed Trinitron Color TV for European color standards
- Developed "Trinicon", prototype model of a color television camera with a single pick-up tube

Feb.

- Established Sony Business Machines Inc. and Sony Video System Inc. in Tokyo

Mar.

- Introduced the total system of Color Videocassette including master Videocorder, Videocassette printing system, etc.
- Sony and Time-Life Video Inc. jointly announced plans to make video programs for the Sony Color Videocassette system

Apr.

- Sony Fair opens for one month, celebrating its 25th anniversary
- Opened Sony Milan office in Italy

May

- Established three subsidiaries, Sony Corp. of Sendai, Sony Corp. of Inazawa and Sony Corp. of Ichinomiya
- Developed "Planitron", a new flat-type, multi-digit display tube

Jun.

- M. Ibuka appointed Chairman of the Board, and A. Morita, President, of Sony
- Developed the new compatible Stereo/Quadraphonic (SQ) sound system
- Opened Vienna office in Austria

Aug.

- Sony shares listed on the Hong Kong Stock Exchange
- Opened Sony Distribution Center (Europe) B.V., Holland
- Opened Sony Lagos office in Nigeria

Sept.

- Opened Sony Salon Champs-Elysées in Paris, France
- Developed "Sony Memory Transistors", the new non-volatile, electrically alterable semiconductor device

Oct.

- Sony and 3M announced cross patent license agreement of tape and recording equipment
- New experimental battery-operated car jointly developed by Sony, Fuji Heavy Industries Ltd. and Shinko Electric Co., Ltd.
- Disclosed a new plan to construct Trinitron assembly plant in San Diego, the U.S.A.

Nov.

- Established Sony Corp. of Haneda

Dec.

- San Diego Plant ground was broken in the U.S.A.

1972 Jan.

- Developed new Color Video Projection system, which projects video and TV pictures on the specially designed, large size display screen over 50 inches

Mar.

- Introduced the U-matic Videocassette system

Apr.

- Developed 114-degree wide-angle deflection Trinitron Color picture tube

May

- Established Sony Continental Marketing and Information Center in Antwerp, Belgium
- Developed Sony Ferrite and Ferrite (F&F) head, an entirely new magnetic tape head

Jun.

- Sony and Suzuki Motor Company Ltd. jointly developed a video mobile unit called the "Video Jimny", equipped with the U-matic Videocassette system
- Advertisement of "Sony Wants to Sell U.S. Products in Japan" carried in *New York Times, Wall Street Journal, Los Angeles Times, Chicago Tribune,* and *Time* magazine; Sony moves into the import business

Jul.

- Established Sony Trading Corporation, a world-wide importing firm

Sept.

- Started production at the Sony San Diego Plant in the U.S.A.
- Sony shares listed on the Paris Stock Exchange

Oct.

- Sony shares listed on the Frankfurt and Düsseldorf Stock Exchanges
- 25% free distribution of Sony shares announced
- Sony Foundation of Science Education established
- Established Sony de Venezuela S.A.

Nov.

- Established Audio System Corporation

Dec.

- Established Sony do Brasil Ltda. in São Paulo, Brazil

1973 Jan.

- Marketed Whirlpool brand household appliances through Sony International Housewares Corporation
- Established HISPANO Sony S.A. in Spain

Feb.

- Established Sony France S.A.

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